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Institutional Feeding Managers Stewards-Chefs-Cooks

ATTENTION PLEASE!

Vol. 3 No. 13

March 26, 1945

SPECIAL COMPLETE PLATE LUNCH

Offering the complete plate lunch with the display of posters designed to encourage its acceptance has unquestionably played a prominent part in educating the American public about helpful daily diets.

Three recent studies have been completed,--two comparing the diets of a cross-section sample of the adult population with a list of essential foods recommended by the Bureau of Home Economics of the Department of Agriculture, and the third by an industrial feeding contractor who is serving almost 100,000 meals a day.

The comparison of the data from the survey questionnaires as to food consumed on the previous day with the essential food lists of the Bureau of Home Economics indicated:

Recommended Daily Diets

Survey Results

Milk or milk products	32% had none
Tomatoes, citrus fruits, raw greens	46% " "
Yellow or green vegetables	23% " "
Poultry, fish or meat	9% " "
Eggs	40% " "
Bread or cereal	4% " "
Butter or other fats	22% " "

This same study also considered the economic status of the people interviewed in the survey.

PERCENTAGE LACKING FOOD REQUIREMENTS

<u>Recommended Daily Diets</u>	<u>Upper Income</u>	<u>Middle Income</u>	<u>Lower Income</u>
Milk or milk products	26%	26%	26%
Tomatoes, citrus fruits, raw greens	24%	36%	57%
Yellow or green vegetables	15%	17%	28%
Poultry, fish or meat	6%	7%	11%
Eggs	34%	38%	44%
Bread or Cereal	3%	4%	4%
Butter or other fats	13%	17%	27%

(over)

WAR FOOD ADMINISTRATION OFFICE OF DISTRIBUTION

Industrial Feeding Section-Room 700-821 Market Street San Francisco, 3, California
Telephone Exbrook 8381-Ex,47

The industrial feeding contractor in his study conducted in six of our large West Coast war plants where a complete plate lunch was available and well-designed poster material is on display encouraging its selection as contrasted to a la carte items, indicates the following acceptance of the nutritionally balanced plate lunches by the 100,000 who participated:

PERCENTAGE TAKING NUTRITIONALLY
ADEQUATE PLATE LUNCH

	<u>Day Shift</u>	<u>Swing Shift</u>	<u>Graveyard Shift</u>
Plant #1	60%	60%	65%
" #2	75%	80%	Closed
" #3	60%	60%	70%
" #4	50%	Closed	Closed
" #5	75%	Closed	Closed
" #6	60%	65%	Closed

The War Food Administration has trained, experienced dietitians to assist management in the inauguration of such a complete plate service as well as educational material that can be used in introducing or encouraging its acceptance, to the benefit of the individual nutritionally, and, usually economically, as such a meal service can be made available more cheaply.

Fill out and mail the following if you are interested in discussing this with an industrial feeding technician:

COMPANY NAME _____

ATTENTION OF _____ TITLE _____

(Your Name)

YOUR AVERAGE TOTAL PATRONAGE FOR A 24-HOUR DAY _____

ADDRESS _____

SEND THIS FORM TO:

WAR FOOD ADMINISTRATION
OFFICE OF SUPPLY -- COMMODITY CREDIT CORPORATION
INDUSTRIAL FEEDING SECTION
821 Market Street-Room 700
San Francisco, 3, California
Telephone Ex. 8381-Ex. 44.